

In a recent advertisement I said:

"Clever propaganda has spread the notion that there are two television camps: One for and one against color. This is deliberate misrepresentation. No one is opposed to color. For many years the majority of the industry has been deep in television color research.

*"But after fifteen years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly, but unequivocally that practical commercial color television for the home is, in my opinion, still in the far distant future."*

The technical reasons for this stand and the numerous technical difficulties that must be overcome before color television can be ready for the public are fully set forth in the following text by Dr. Thomas T. Goldsmith, Jr., Director of Research of our Company.

*Allen B. DuMont*

President,

Allen B. Du Mont Laboratories, Inc.

